

Amendments to the Claims

Please amend claim 12 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

AS
Claim 1. (Original) A method for providing a search result list, the method comprising:
receiving a search request from a searcher;
in a database of search listings, each search listing being associated with an advertiser and including at least one search term and a bid amount modifiably bid by the advertiser, identifying search listings having search terms generating a match with the search request;
selecting according to bid amount no more than a predetermined number of identified search listings for display to the searcher;
arranging the identified search listings for display in a random order as the search result list; and
communicating the search result list to the searcher.

Claim 2. (Original) The method of claim 1 further comprising:
changing the random order upon subsequent receipt of the search request.

Claim 3. (Original) The method of claim 2 further comprising:
changing the random order periodically

Claim 4. (Original) The method of claim 1 further comprising:
detecting a change in content of the identified search listings for display; and
in response, changing the random order.

Claim 5. (Original) The method of claim 1 further comprising:
detecting an increased bid amount of a search listing among the identified
search listings for display; and
in response, changing the random order.

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Claim 6. (Original) The method of claim 1 further comprising:
applying an algorithm to the probability of displaying a respective search
listing of the identified search listings in a particular location in the
search result list to reduce the randomness of the ordering of the
search result list.

Claim 7. (Original) A method for providing a search result list, the method
comprising:
receiving a search request from a searcher;
in a database of search listings, each search listing being associated with an
advertiser and including at least one search term and a bid amount
modifiably bid by the advertiser, identifying search listings having
search terms generating a match with the search request;
selecting according to bid amount no more than a predetermined number of
identified search listings for display to the searcher;
arranging as the search result list the identified search listings for display in a
random order weighted according to the bid amount associated with
each respective identified search listing; and
communicating the search result list to the searcher.

Claim 8. (Original) The method of claim 7 further comprising:

selecting a first respective search listing for a first-displayed location in the search result list according to a bid amount-weighted random drawing, leaving remaining search listings; and
repetitively selecting a next respective search listing for a next-displayed location in the search result list according to a bid amount-weighted random drawing among the remaining search listings until the search result list is fully populated.

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Claim 9. (Original) The method of claim 7, wherein the identified search listings are arranged in the search result list in a random order weighed by bid amount associated with each respective identified search listing, the influence of bid amount being controlled by one or more predetermined parameters.

Claim 10. (Original) A method for providing a search result list, the method comprising:
receiving a search request from a searcher;
in a database of search listings, each search listing being associated with an advertiser and including at least one search term and a bid amount modifiably bid by the advertiser, identifying search listings having search terms generating a match with the search request;
selecting according to bid amount no more than a predetermined number of identified search listings for display to the searcher;
arranging as the search result list the identified search listings for display in a random order weighted according to the bid rank associated with each respective identified search listing; and
communicating the search result list to the searcher.

Claim 11. (Original) The method of claim 10 further comprising:

selecting a first respective search listing for a first-displayed location in the search result list according to a bid rank-weighted random drawing, leaving remaining search listings; and
repetitively selecting a next respective search listing for a next-displayed location in the search result list according to a bid rank-weighted random drawing among the remaining search listings until the search result list is fully populated.

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Claim 12. (Currently Amended) The method of claim 10, wherein the identified search listings are arranged in the search result list in a random order ~~weighed~~ weighted by bid rank associated with each respective identified search listing, the influence of bid rank being controlled by one or more predetermined parameters.

Claim 13. (Original) A method for providing a search result list, the method comprising:

receiving a search request from a searcher;

in a database of search listings, each search listing being associated with an advertiser and including at least one search term and a bid amount modifiably bid by the advertiser, identifying search listings having search terms generating a match with the search request;

selecting according to bid amount a variable number of identified search listings for display to the searcher, the number of selected identified search listings being a function of the bid amounts for the identified search listings;

arranging the identified search listings for display as the search result list; and
communicating the search result list to the searcher.